

**Listing of the Claims**

1. (Previously Presented) A method, comprising:  
communicating a user interface from a server system to a client system via a network communication link, the user interface including a plurality of user interface displays configured to capture consumer loan application data corresponding to a plurality of consumer loan applications, the plurality of user interface displays configured to receive a user input of the consumer loan application data in at least one data field associated with one of the plurality of consumer loan applications specified by a user;  
receiving the consumer loan application data at the server system from the client system via the network communication link;  
storing the consumer loan application data in a storage device, wherein said storing is performed by the server system; and  
communicating at least a portion of the consumer loan application data from the server system to the client system to pre-populate at least one data field corresponding to a subsequent one of the plurality of user interface displays.
2. (Previously Presented) The method of claim 1, wherein the plurality of consumer loan applications may be selected from a group including an auto loan application, an auto lease application, a personal loan application, a home equity loan application, a credit card application, and a small business loan application.
3. (Previously Presented) The method of claim 1, wherein the subsequent one of the plurality of user interface displays comprises a user interface display corresponding to a sequence of user interface displays associated with the one of the plurality of consumer loan applications specified by the user.
4. (Previously Presented) The method of claim 1, wherein the subsequent one of the plurality of user interface displays comprises a user interface display corresponding to

a sequence of user interface displays associated with a consumer loan application other than the one of the plurality of consumer loan applications specified by the user.

5. (Previously Presented) The method of claim 1, wherein the plurality of user interface displays comprise hypertext markup language (HTML) documents, and said communicating the user interface from the server system to the client system comprises transmitting the HTML documents via a network communication protocol in response to a request from the client system.
6. (Previously Presented) The method of claim 1, wherein storing the consumer loan application data in the storage device comprises:  
storing the data in a manner to be retrieved by the server system in response to customer identifying information.
7. (Previously Presented) The method of claim 1, wherein the plurality of user interface displays comprises:  
a sequence of user interface displays configured to capture consumer loan application data corresponding to the one of the plurality of consumer loan applications specified by the user, wherein the sequence of user interface displays being accessible to the user in series via actuation of a button associated with each display of the sequence of user interface displays.
8. (Previously Presented) A machine-readable medium that includes a set of instructions, the set of instructions, which when executed, perform a method, comprising:  
communicating a user interface from a server system to a client system via a network communication link, the user interface including a plurality of user interface displays configured to capture consumer loan application data corresponding to a plurality of consumer loan applications, the plurality of user interface displays configured to receive a user input of the consumer loan application data in at least one data field associated with one of the plurality of consumer loan applications specified by a user;

receiving the consumer loan application data at the server system from the client system via the network communication link;  
storing the consumer loan application data in a storage device, wherein said storing is performed by the server system; and  
communicating at least a portion of the consumer loan application data from the server system to the client system to pre-populate at least one data field corresponding to a subsequent one of the plurality of user interface displays.

9. (Previously Presented) The machine-readable medium of claim 8, wherein the plurality of consumer loan applications may be selected from a group including an auto loan application, an auto lease application, a personal loan application, a home equity loan application, a credit card application, and a small business loan application.

10. (Previously Presented) The machine-readable medium of claim 8, wherein the subsequent one of the plurality of user interface displays comprises a user interface display corresponding to a sequence of user interface displays associated with the one of the plurality of consumer loan applications specified by the user.

11. (Previously Presented) The machine-readable medium of claim 8, wherein the subsequent one of the plurality of user interface displays comprises a user interface display corresponding to a sequence of user interface displays associated with a consumer loan application other than the one of the plurality of consumer loan applications specified by the user.

12. (Previously Presented) The machine-readable medium of claim 8, wherein the plurality of user interface displays comprise hypertext markup language (HTML) documents, and  
said communicating the user interface from the server system to the client system comprises transmitting the HTML documents via a network communication protocol in response to a request from the client system.

13. (Previously Presented) The machine-readable medium of claim 8, wherein storing the consumer loan application data in the storage device comprises:

storing the data in a manner to be retrieved by the server system in response to customer identifying information.

14. (Previously Presented) The machine-readable medium of claim 8, wherein the plurality of user interface displays comprises:

a sequence of user interface displays configured to capture consumer loan application data corresponding to the one of the plurality of consumer loan applications specified by the user, wherein the sequence of user interface displays being accessible to the user in series via actuation of a button associated with each display of the sequence of user interface displays.

15. (Previously Presented) A method, comprising:

receiving a user interface from a server system via a network communication link, the user interface including a plurality of user interface displays configured to capture consumer loan application data corresponding to a plurality of consumer loan applications;

receiving a user input, the user input comprising entry of the consumer loan application data into at least one data field associated with one of the plurality of consumer loan applications specified by a user;

communicating the consumer loan application data to the server system to store in a storage device; and

receiving at least a portion of the consumer loan application data from the server system to pre-populate at least one data field of a subsequent one of the plurality of user interface displays.

16. (Previously Presented) The method of claim 15, wherein the plurality of consumer loan applications may be selected from a group consisting of an auto loan application, an auto lease application, a personal loan application, a home equity loan application, a credit card application, and a small business loan application.

17. (Previously Presented) The method of claim 15, wherein the subsequent one of the plurality of user interface displays comprises a user interface display corresponding to a sequence of user interface displays associated with the one of the plurality of consumer loan applications specified by the user.

18. (Previously Presented) The method of claim 15, wherein the subsequent one of the plurality of user interface displays comprises a user interface display corresponding to a sequence of user interface displays associated with a consumer loan application other than the one of the plurality of consumer loan applications specified by the user.

19. (Previously Presented) The method of claim 15, wherein a portion of the plurality of user interface displays comprise a sequence of user interface displays configured to capture consumer loan application data corresponding to the one of the plurality of consumer loan applications specified by the user.

20. (Previously Presented) A machine-readable medium that includes a set of instructions, the set of instructions, which when executed, perform a method, comprising:

- receiving a user interface from a server system via a network communication link, the user interface including a plurality of user interface displays configured to capture consumer loan application data corresponding to a plurality of consumer loan applications;
- receiving a user input, the user input comprising entry of the consumer loan application data into at least one data field associated with one of the plurality of consumer loan applications specified by a user;
- communicating the consumer loan application data to the server system to store in a storage device; and
- receiving at least a portion of the consumer loan application data from the server system to pre-populate at least one data field of a subsequent one of the plurality of user interface displays.

21. (Previously Presented) The machine-readable medium of claim 20, wherein the plurality of consumer loan applications may be selected from a group consisting of an

auto loan application, an auto lease application, a personal loan application, a home equity loan application, a credit card application, and a small business loan application.

22. (Previously Presented) The machine-readable medium of claim 20, wherein the subsequent one of the plurality of user interface displays comprises a user interface display corresponding to a sequence of user interface displays associated with the one of the plurality of consumer loan applications specified by the user.

23. (Previously Presented) The machine-readable medium of claim 20, wherein the subsequent one of the plurality of user interface displays comprises a user interface display corresponding to a sequence of user interface displays associated with a consumer loan application other than the one of the plurality of consumer loan applications specified by the user.

24. (Previously Presented) The machine-readable medium of claim 20, wherein a portion of the plurality of user interface displays comprise a sequence of user interface displays configured to capture consumer loan application data corresponding to the one of the plurality of consumer loan applications specified by the user.